

TAFT, STETTINIUS & HOLLISTER LLP

425 WALNUT STREET, SUITE 1800

CINCINNATI, OHIO 45202-3957 RECEIVED

CENTRAL FAX CENTER

JAN 08 2007

NORTHERN KENTUCKY OFFICE
SUITE 340
1717 DIXIE HIGHWAY
COVINGTON, KENTUCKY 41011-4704
659-331-2838
513-381-2838
FAX: 513-381-6613

513-381-2838
FAX: 513-381-0205

www.taftlaw.com

COLUMBUS, OHIO OFFICE
21 EAST STATE STREET
COLUMBUS, OHIO 43215-4221
614-221-2838
FAX: 614-221-2007

CLEVELAND OHIO OFFICE
3600 BP TOWER
200 PUBLIC SQUARE
CLEVELAND, OHIO 44114-2302
216-241-2838
FAX: 216-241-3707

FAX TRANSMISSION

From: Sharon Shelton
Paralegal

Date: January 8, 2007

Direct Line: 513-357-9406

To: **USPTO**
Attn: Examiner Michael Bekerman

Fax No. 571-273-8300

Confirmation No.

No. of Pages (including this cover page) sixteen (16)

CONFIDENTIALITY NOTICE

This message may constitute privileged attorney-client communication or attorney work product, and unauthorized use or disclosure is prohibited. If you are not the intended recipient of this message, please advise us by calling collect at (513) 381-2838 and forward the document to us by mail at the address above.

If you do not receive all pages satisfactorily, please call (513) 381-2838, ext 173.
To send to any of our automatic machines, please dial direct: (513) 381-0205.

Message: DELIVER TO EXAMINER BEKERMEN

Applicant : Graham, et al.
Filed : August 31, 2001
Serial No. : 09/945,378
Title : COMPUTERIZED SYSTEM AND METHOD FOR PROVIDING ADVERTISING
TO A CONSUMER
Docket No. : CRG03-GN003
Examiner : Bekerman, Michael
Art Unit : 3622

See attached Amendment After Final in Response to Office action of 9/6/06, including requisite Fee Transmittal for Extension within 1 month, in the above-referenced matter.

Sent By: _____ Time: _____

CMR: 66964

CONFIRMED BY FAX OPERATOR

TV/RX # _____

PAGE 1/16 * RCVD AT 1/8/2007 4:59:06 PM [Eastern Standard Time] * SVR:USPTO-EFXXRF-2/3 * DNIS:2738300 * CSID:513 381 0205 * DURATION (mm:ss):05:48

JAN 08 2007

PTO/SB/17 (07-06)

Approved for use through 01/31/2007. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number

Effective on 12/08/2004.
Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).**FEE TRANSMITTAL**
For FY 2006☒ Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT** (\$) 60.00**Complete if Known**

| | |
|----------------------|-------------------|
| Application Number | 09/945,378 |
| Filing Date | 08-31-2001 |
| First Named Inventor | GRAHAM, ET AL |
| Examiner Name | BEKERMAN, MICHAEL |
| Art Unit | 3622 |
| Attorney Docket No. | CGR03-GN003 |

METHOD OF PAYMENT (check all that apply)☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify):☒ Deposit Account Deposit Account Number: 50-3072 Deposit Account Name: TAFT STETTINIUS & HOLLIST

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee☒ Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 ☐ Credit any overpayments**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

| Application Type | FILING FEES | | SEARCH FEES | | EXAMINATION FEES | | Fees Paid (\$) |
|------------------|-------------|-----------------------|-------------|-----------------------|------------------|-----------------------|----------------|
| | Fee (\$) | Small Entity Fee (\$) | Fee (\$) | Small Entity Fee (\$) | Fee (\$) | Small Entity Fee (\$) | |
| Utility | 300 | 150 | 500 | 250 | 200 | 100 | |
| Design | 200 | 100 | 100 | 50 | 130 | 65 | |
| Plant | 200 | 100 | 300 | 150 | 160 | 80 | |
| Reissue | 300 | 150 | 500 | 250 | 600 | 300 | |
| Provisional | 200 | 100 | 0 | 0 | 0 | 0 | |

2. EXCESS CLAIM FEES**Fee Description**

Each claim over 20 (including Reissues)

Fee (\$)

Small Entity Fee (\$)

Each independent claim over 3 (including Reissues)

50

25

Multiple dependent claims

200

100

Total Claims**Extra Claims****Fee (\$)****Fee Paid (\$)**

- 20 or HP =

x

=

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims**Extra Claims****Fee (\$)****Fee Paid (\$)**

- 3 or HP =

x

=

HP = highest number of independent claims paid for, if greater than 3.

Multiple Dependent Claims

Fee (\$)

Fee Paid (\$)

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(c)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets**Extra Sheets****Number of each additional 50 or fraction thereof****Fee (\$)****Fee Paid (\$)**

- 100 =

/ 50 =

(round up to a whole number) x

=

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Fees Paid (\$)

Other (e.g., late filing surcharge): (2251) 1 MO EXTENSION FEE

60.00

SUBMITTED BY

Signature

Registration No.

39,289

Telephone 513-357-9331

Name (Print/Type)

DAVID A. MANCINO

(Attorney/Agent)

Date 01-08-2007

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

RECEIVED
CENTRAL FAX CENTER

JAN 08 2007

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being
facsimile transmitted to the United States Patent
and Trademark Office (Fax No. 571-273-8300)
on:

1/8/2007
(Date)

Sharon A. Shelton
Sharon A. Shelton

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

Applicant : Graham, et al.
Filed : August 31, 2001
Serial No. : 09/945,378
Title : COMPUTERIZED SYSTEM AND METHOD FOR PROVIDING
: ADVERTISING TO A CONSUMER
Docket No. : CGR03-GN003
Examiner : Bekerman, Michael
Art Unit : 3622

Hon. Commissioner for Patents
Alexandria, VA 22313

Dear Sir:

AMENDMENT AFTER FINAL

The present submission is in response to a final Office action having a mailing
date of September 6, 2006, and having an extended period of response extending through
and including January 6, 2007.

01/10/2007 SDENB0B1 00000010 503072 09945378

01 FC:2251 60.00 DA

{W0872130.1}